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Gulf Medical Co. Ltd, Choosen Industry-Leader **VMware SD-WAN** to Improved WAN reliability,security & **reduced 50% costs a year.**

Customer profile

Gulf Medical Co., Ltd.
شركة الخليج الطبية المحدودة

Branches: 25+
Industry : LEADING PROVIDER OF MEDICAL EQUIPMENT
Location: Jeddah, KSA

THE SITUATION

Gulf Medical Company Ltd, had an MPLS network that it used to connect its headquarters to all of its branch offices. MPLS posed limitations on the organization, limiting its ability to reliably and quickly deliver large files and accesing ERP system. It also sought to upkeep their voice network with alternative and would require that any new network implementations work seamlessly with each other.

Cloud usage was an important initiative at Gulf Medical Company, with cloud based applications such as Office 365 and Skype for Business being utilized across the entire organization. Gulf Medical also shifted to the cloud and voice was being heavily used as a primary communication mechanism apart from there SAP

application at headquarters. MPLS was insufficient to support these applications, causing problems with delay and poor quality of service (QoS).

Additionally, Gulf Medical's goal was to continue to grow using an acquisition strategy. MPLS posed significant obstacles in enabling this strategy because deploying an MPLS connection to new offices required significant lead time and then adapting that network to Gulf Medical Company's network was very time intensive. It needed a solution that would simplify this entire process.

The use of numerous independent service providers also meant that rolling out a new site or service was complex and time-consuming. Each site required the deployment of a technician who would install individual hardware pieces from a number of vendors, and then manually configure each device using programming code. When it came time to update the settings at a site, it was the same slow, expensive process.

1. Unreliable connectivity led to poor voice quality for Gulf Medical Voice over IP (VoIP) solution and made video collaboration painful. Many users gave up using the VoIP solution because it negatively affected meetings and critical conversations.

2. Connectivity issues also slowed large file transfers, such as blueprints and project plans. In fact, a single large transfer could consume the majority of available bandwidth, significantly degrading performance for project management, vendor contract, billing, and other administrative applications.

3. And frustratingly, Gulf Medical's previous WAN solution provided very little visibility into network and application performance. Gulf Medical has a lean IT team based at headquarters. Without the ability to monitor or correct issues centrally, team members were constantly on the road to fix issues at various sites and hindered planning.
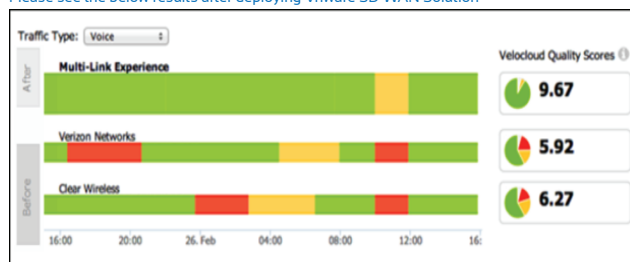
BACKGROUND

Gulf Medical Company Ltd, is a leading provider of medical devices in the GCC. With offices in the Kingdom of Saudi Arabia, The United Arab Emirates, Bahrain and Qatar, Gulf Medical supplies hospitals, universities and various types of medical facilities across the region with the highest quality products and leading technologies.
Operating under with the dedicated goal of offering specialized solutions to the medical sector since its establishment in 1983 in Jeddah, The Kingdom of Saudi Arabia, Gulf Medical Company is a professional exemplification of building long-term partnerships with suppliers and customers in the Gulf's medical field.

Gulf Medical offices and operations extend across various cities in the region with the aim of creating specialized medical device solutions for our business partners, all through dedicated expertise and superior customer service. Since the launch of Gulf Medical, our team members have defined themselves as "dedicated medical devices problem solvers", determined to go above and beyond for our customers, exceeding expectations, with the quality of both the products and service provided as their main focus.

THE SOLUTION

After careful consideration, Gulf Medical engaged TFORCE, a leading provider of helping businesses effectively leverage new and next generation enterprise technologies such as SD-WAN, cloud applica-tions, and SDN solutions, and cloud-first voice and data communication integrations, to eliminate dependence on the existing MPLS and adopt a SD-WAN strategy. In turn, TFORCE MSP partnered with VeloCloud (now part of VMware), the leader in SD-WAN, to architect and deploy a corporate-wide network transition.

With VMware SD-WAN, Gulf Medical was able migrate its entire MPLS to SD-WAN. Now using the VMware SD-WAN Orchestrator for centralized management, troubleshooting, and provisioning, VMware SD-WAN Gateways for secure, reliable, performance access to cloud applications to and from all remote sites, and NSX SD-WAN Edges deployed at each customer premises, Gulf Medical Co had a true cloud implementation that supported its current and future initiatives to deliver exceptional care to its users.

Instead of all sites backhauling to the data center and then connecting in to Microsoft Azure, each communicated directly. With the VMware SD-WAN Edge, Gulf medical sees even greater declines in latency than with other express route circuits, allowing Gulf Medical to enjoy better performance with just a basic Internet connection i.e DSL,DIA,4G etc.

BUSINESS RESULTS

With the switch from MPLS to VMware SD-WAN, Gulf Medical has experienced significant improvements in voice and video quality as well as reduced network latency. Files are now delivered faster and QoS and QoE statistics are much higher.

Using VMware SD-WAN Dynamic Multipath Optimization (DMPO) improves the instance of packet loss by leveraging multiple links for sharing application performance. DMPO automatically profiles all links by measuring the performance and capacity of each and steers business critical applications the best performing link at that moment in time to optimize delivery.

Following the implementation of VMware SD-WAN, Gulf Medical realized an immediate 60% savings while introducing redundancy across the network for data and voice, change from an active-passive to active-active network, and introduce packet-by-packet prioritization. These were not possible with the previous MPLS network.

Please see the below results after deploying Vnware SD-WAN Solution

Saudi Arabia

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